

# Research reports and white papers

Research-based reports and white papers can help you convey ideas, explain strategies and promote discussion. They are the cornerstone of many thought leadership campaigns.



## How we can help

White papers and reports based on original research – such as surveys and interviews – enable your organisation to convey its findings and points of view in depth. They might describe your unique approach or shed light on an industry or policy issue. The goal is to educate customers and other stakeholders, shift opinions and start fresh conversations.

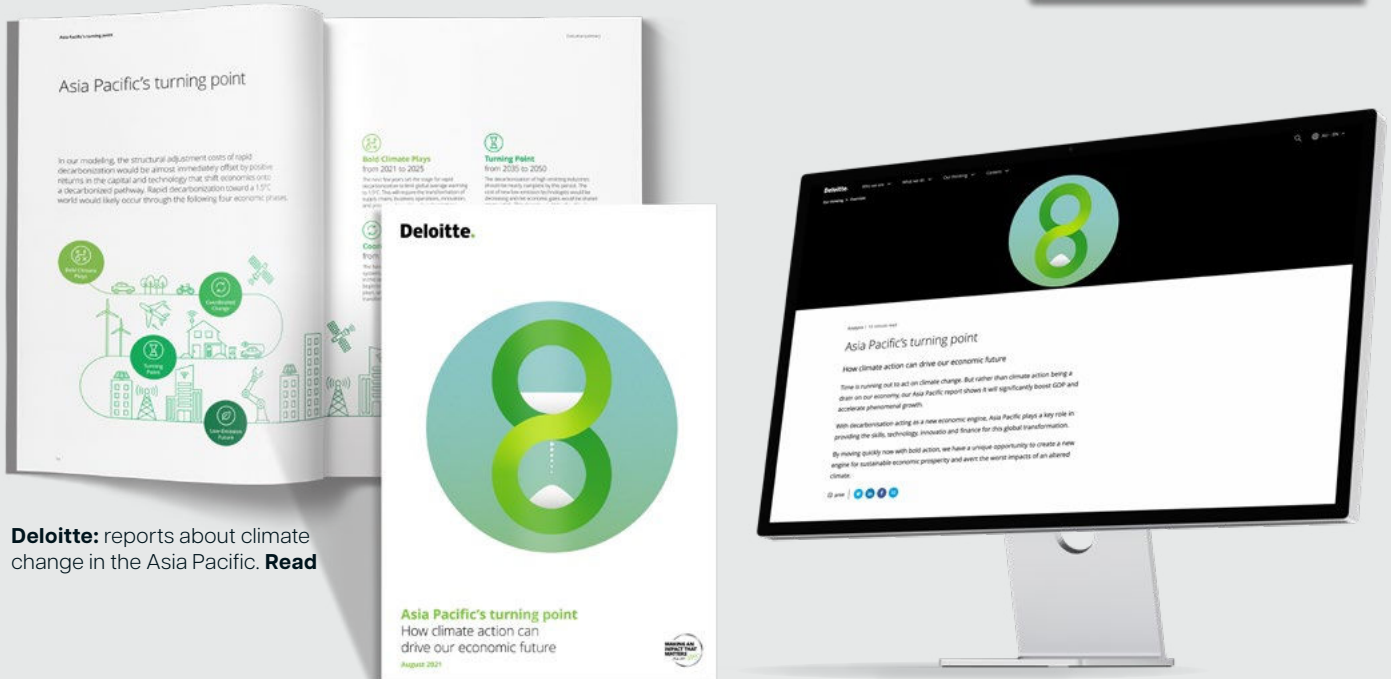
Editor Group can help you in researching, writing, editing and proofreading these important thought leadership assets. Our team brings strong editorial skills and deep industry and policy knowledge to help you capture complex ideas in clear and concise final documents. We can also work with your design team or partners to deliver your final digital and print assets.



# Recent examples



**Vocus:** a comprehensive report on modern networking. **Read**



**Deloitte:** reports about climate change in the Asia Pacific. **Read**

**Collinson Group:** understanding today's consumers. **Read**



“Editor Group played a critical role in working with our subject matter experts and helping us to produce a well-written and thought-provoking paper that’s now delivering great results for our business.”

**Stephen Ronchi, Head of Brand, Communications and Content, Vocus**

## Top tips

Behind every great white paper, research report or other piece of thought leadership is, well, lots of great thinking. Here are some points to consider to ensure your next project is a success.

→ **Start with your readers:** effective thought leadership addresses questions that customers, clients or other stakeholders care about. What are your audience’s most important challenges or opportunities? What new and unique information or perspectives can you share?

→ **Consider your research process:** will your white paper or research report be based on a survey or interviews with your team or external experts? Or will you need to search for resources online or take another approach? This may be the biggest determinant of your costs and timing so it’s good to set a methodology early.

→ **Decide on attribution:** the value and impact of thought leadership material often depends on the identity of the author. Think carefully about who your white paper or research report will be attributed to. Will the ‘author’ be an organisation, an individual, a team or a partner?



## Contact us

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